

# SOAR

Situation Opportunity Action Result

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"Allan accomplished a number of business critical objectives, and established himself as an excellent manager. AI was able to work seamlessly with all levels of management, and was especially effective working with country managers and international vendors."

**Ken Cheng, Vice President**  
– Foundry Networks



- Speed-to-market vs speed-to-sales, when challenged with a Global product launch you must keep both as a priority.
- Coordinating internationally takes the ability to be flexible on planning. Time zones, country profiles and dependencies, personnel and staffing, all bring a degree of complexity. Try to think out of the box for marketing solutions, but remember "Don't Americanize" your campaign. Think Global and get your country managers input during the planning stage.

## Product Launches



**FOUNDRY**  
NETWORKS

### Situation:

Foundry maintains a reputation for being first-to-market and wanted to continue the lead with their new 10 gigabit switch. Speed-to-market and speed-to-sales were of paramount concern and beating their main competitors, Cisco and Extreme Networks, was the CEO's mandate.

### Opportunity:

Foundry's 10 gig switch was in beta at 3 customers (1 hospital, 1 Telco; 1 university), and it was clear that being first to deliver full 10 gig bandwidth to a "bandwidth hungry" WAN user world would secure millions in future sales. And "speed" was everything in beating the competition.

### Action:

Given my marching orders, I developed a cohesive marketing campaign coordinating with engineering, product marketing and both sales forces, national and international. Included in the campaign were the selection of new advertising and PR agencies to help support the launch. The plan incorporated a new website, Internet advertising, collateral, presentation materials, press releases, Global media/analyst road tours, and key customer/prospect events in 8 countries and 14 cities over a 6 week period.

### Result:

The new 10 gigabit switch "Edge Iron" was the most successful product launch in the history of Foundry since the company's first product. Besides the direct impact of thousands of new leads, the company gained over a 200% increase in PR effectiveness throughout the EMEA and averaged over 400 attendees at each of the 14 city events. Hits on the website grew from 150,000 to almost 1 million per month by the end of the campaign.

